

I oppose loosening the rules designed to promote and protect diversity of media ownership. These rules were adopted to ensure that the public would receive a diverse range of viewpoints from the media, and not simply the opinions of a handful of media conglomerates.

I do not share the opinion that our needs, as citizens are best met by advertising driven media. While they do fill a nich in the media world they have too much power and act infrequently, if ever in the public interest. Rather, profit driven media outlets tend only to serve the needs of their advertisers and shareholders. While I'm certain that the commission is far more versed in media regulation I believe that those in government benefit from hearing from citizens such as myself. I have no financial interest in the decision of media ownership rules, but I do feel strongly that the citizenry benefit from diverse ownership in the media field. Large media companies simply cannot present the diverse viewpoints that independent media operations can, they are too compromised by their need to sell us the next new gadget to serve the greatest public good of informing us. Thank you for the opportunity to express my opinion.